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CONSUMER TIME

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Produced by Consumers' Counsel Division of the Department of Agriculture, and presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

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1. ANNOUNCER: This is CONSUMER TIME.

2. SOUND: CASH REGISTER - CLOSE DRAWER

3. NANCY: That's your money buying food.

4. SOUND: CASH REGISTER

5. GUNNAR: That's your money paying for a home.

6. SOUND: CASH REGISTER

7. NANCY: That's your money buying clothes and the thousands of other things you need.

8. GUNNAR: That's you . . paying for these things . . money out of your pockets.

9. SOUND: CASH REGISTER - CLOSE DRAWER

10. ANNOUNCER: CONSUMER TIME brings you facts about how to make your pennies and dollars buy more of the things you need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

And here is Gordon Hubbel, representing the Consumers' Counsel.

11. HUBBEL: Thank you, , and hello, everyone. Yes, we have lots of information for you today . . not only facts about how to buy the things you need . . . but facts about how to use them . . to make them last longer . . to help you get the most service from them.

And here's our inquiring consumer . . a young housewife who always has a lot of questions to ask . . Mrs. Evelyn Freyman.

12. FREYMAN: Just full of questions, Mr. Hubbel.

13. HUBBEL: Fire away, Mrs. Freyman. Our two consumer reporters, Nancy and Gunnar, are just waiting to give you the answers.

14. FREYMAN: Good. Which one of you starts us off today?

15. GUNNAR: I'm it, Mrs. Freyman.

16. FREYMAN: And what's your subject, Gunnar?

17. GUNNAR: Some pointers on paint brushes. But first, let's look in on our consumer family for a second. Mr. Miles has decided to put another coat of paint on his porch. He is down cellar now (FADE) looking for his paint brush . . .

(PAUSE)

18. FATHER: (CALLING) Mother! Oh, Mother!

19. MOTHER: (OFF MIKE) What is it, Harry?

20. FATHER: Do you remember where I put those paint brushes?

21. MOTHER: Did you look over there by the old cupboard . . on the shelf?

22. FATHER: Oh yes, here they are. (SLIGHT PAUSE) Hey, who's been monkeying around with these brushes?

23. MOTHER: What did you say, dear?

24. FATHER: I said . . who's been monkeying around with these paint brushes? They're as stiff as a board.

25. MOTHER: Oh, I guess I did, Harry. The other day I just dumped out all that stuff the brushes were in and put the brushes out to dry.

26. FATHER: Good night! Mother, I love you very much, but I sure wish you'd ask me about things like this. These brushes are practically ruined.

(PAUSE)

27. FREYMAN: But what was the matter, Gunnar? Did Mrs. Miles do something wrong?

28. GUNNAR: I'll say she did, Mrs. Freyman . .

29. FREYMAN: Well, I don't know anything about painting . . so I might have done the same thing.

30. GUNNAR: And this is where I come in with a couple of hints about taking care of paint brushes.

31. FREYMAN: First, tell me what Mrs. Miles did wrong.

32. GUNNAR: All right. I imagine that Mr. Miles, when he finished his last painting job, took care of his brushes.

33. FREYMAN: What do you mean . . took care of them?

34. GUNNAR: Well, anyone that has good paint brushes follows certain rules for taking care of them . . after they have finished painting. If those rules aren't followed, you may end up with brushes that aren't worth very much.

35. FREYMAN: What should you do with brushes?

36. GUNNAR: That depends on what kind of paint you have been using. But in all cases, you should never let the paint dry on the brush.

37. FREYMAN: Never let the paint dry on the brush, hunh? That's the reason that little brush I used once to paint a chair was never good for anything. It got as stiff as a board.

38. GUNNAR: Brushes should be cleaned or cared for immediately after you have used them. Even if you stop painting for even an hour or so.

39. FREYMAN: Even if you stop for an hour?

40. GUNNAR: That's what the chemists and engineers in the Department of Agriculture say.

41. FREYMAN: What should you do with a paint brush in that case?

42. GUNNAR: Well, if you've been using an oil paint . . put the brush in some raw linseed oil.

43. FREYMAN: Put it in raw linseed oil.

44. GUNNAR: Yes, until you're ready to go back to painting. But remember, that's only if you're using oil paint.

45. FREYMAN: Suppose you're using some other kind of paint? What do you do then?

46. GUNNAR: If it's a flat finish paint, put the brush in kerosene.

47. FREYMAN: If it's a flat paint, put the brush in kerosene.

48. GUNNAR: Right.

49. FREYMAN: Suppose you're varnishing?

50. GUNNAR: In the first place, keep a special brush just for varnishing. Don't ever dip it in paint.

51. FREYMAN: I see.

52. GUNNAR: And then wash it in turpentine when you're through.

53. FREYMAN: Turpentine for varnish brushes.

54. GUNNAR: That's it. Then there's shellac. You use denatured alcohol for washing shellac brushes.

55. FREYMAN: Is that all, Gunnar?

56. GUNNAR: One more kind, Mrs. Freyman. Whitewash and calcimine.

57. FREYMAN: What do you do with those brushes?

58. GUNNAR: Since those are water mixed paints . . you use water to wash out the brushes . . and then hang them up to dry with the bristles down.

59. FREYMAN: This all sounds very simple, Gunnar, but I'm sure I won't remember this long enough to tell my husband about it . . and he's the one in our family who does the painting.

60. GUNNAR: We have just the thing to take home to your husband . . and for you, too . . so you won't go monkeying around with the paint brushes as Mrs. Miles did.

61. FREYMAN: That's right . . I never did find out what she did to Mr. Miles' paint brushes.

62. GUNNAR: Well, evidently she poured out the linseed oil that the brushes were hung in, and the brushes got all stiff and hard.

63. FREYMAN: You mean you keep brushes in linseed oil all the time?

64. GUNNAR: There are two ways that the brushes can be kept, if there is a long time between paint jobs. One way is to hang them in raw linseed oil in covered containers.

65. FREYMAN: Yes?

66. GUNNAR: But you want to be careful that the oil completely covers the bristles, but that the bristles do not touch the bottom of the can or jar.

67. FREYMAN: That's one way. What's the other?

68. GUNNAR: Wash off the fresh paint with turpentine or in mineral spirits.

69. FREYMAN: Yes,

70. GUNNAR: Then wash the brush in soap and water. Dry the bristles thoroughly, and wrap the brush up in paper.

71. FREYMAN: I sure hope a lot of people are getting all this information.

72. GUNNAR: So do I. It will save plenty of money when it comes time to do the next job of painting. Your brushes will be all ready to use again . . and you probably won't have to buy any new ones.

73. FREYMAN: And you say you have all this information on one of your Consumer Tips cards?

74. GUNNAR: I didn't actually say it . . but it's true. We do have a Consumer Tips card that has all this information on it about taking care of your paint brushes.

75. FREYMAN: And anyone can get a copy?

76. GUNNAR: Right. It's free, and, , our announcer will tell you all about it in just a few minutes.

77. FREYMAN: Thank you, Gunnar, for all your tips. And now, Nancy, I guess it's your turn to be helpful.

78. NANCY: I'm all ready for you, Mrs. Freyman.

79. FREYMAN: What are you going to tell us about?

80. NANCY: How to pick out a good frying chicken, and how to cook it.

81. FREYMAN: That sounds swell, Nancy.

82. NANCY: But first, let's look in on the Miles family again. There seems to be an argument going on between Barbara and her father. (FADE) Let's tune in and see what it's all about . . .

(PAUSE)

83. FATHER: Nope . . not for me. The only way to fry chicken right is to fry it in deep fat. Then you get a crispy crust!

84. BARBARA: But Dad, fried chicken can be swell . . . just fried in a pan.

85. FATHER: Never! Why, my mother would say that wasn't frying chicken at all. You don't have the same taste . . the same . .

86. FATHER: Dad, I think you never had chicken fried the other way.

87. FATHER: Oh yes, I have . . and it doesn't taste anywhere near so good . .

88. BARBARA: Well, I had some over at Sally's last night and it was delicious.

89. FATHER: I'll bet it was fried in deep fat.

90. BARBARA: No, it wasn't either. 'Cause I helped her cook it. So there . .

91. FATHER: I'm still not convinced.

92. BARBARA: Well, you just wait till the next time we have fried chicken and I'll show you.

93. FATHER: Okay! Okay!

(PAUSE)

94. NANCY: (LAUGHING) Far be it from me to take sides in an argument like that, Mrs. Freyman.

95. FREYMAN: Which is the best way to fry chicken, Nancy?

96. NANCY: I said I wasn't going to take sides. But the real answer is that fried chicken can be cooked either way, and taste just as good either way, too. All nice and crisp and crunchy on the outside, if you like it that way.

97. FREYMAN: What is the real difference?

98. NANCY: Let's start right in at the beginning . . the first step toward making good fried chicken is to get a good chicken to fry.

99. FREYMAN: And how can you do that?

100. NANCY: Well, the experts in the Department of Agriculture say that a good fryer should be three and a half to five months old.

101. FREYMAN: Three and a half to five month's old.

102. NANCY: Yes.

103. FREYMAN: How can you tell whether the chicken is that old?

104. NANCY: The best way is to feel the breast bone.

105. FREYMAN: What does that . . ?

106. NANCY: If a chicken is young enough for frying, the end of the breast bone will be very flexible . . you can take it between your fingers and wiggle it back and forth very easily.

107. FREYMAN: I see.

108. NANCY: And of course, the bird should be well covered with meat . . nice and plump all over.

109. FREYMAN: About how much should a frying chicken weigh?

110. NANCY: They should run around two and a half to three and a half pounds . . that's dressed weight.

111. FREYMAN: Wait a minute . . what do you mean, dressed weight?

112. NANCY: That means the chicken has been plucked and bled, but has not had its insides taken out, and still has head and feet on.

113. FREYMAN: I see . . so when it is fixed up . . cleaned . .

114. NANCY: The poultry people say . . "drawn."

115. FREYMAN: It will weigh less, won't it?

116. NANCY: Yes.

117. FREYMAN: Now, are you going to tell us how to fry this chicken?

118. NANCY: Both ways? In shallow fat and deep fat?

119. FREYMAN: Yes, if there's time.

120. NANCY: All right . . let's take shallow frying first.

121. FREYMAN: Barbara's style.

122. NANCY: Yes. First, disjoint and cut up the chicken into serving portions.

123. FREYMAN: Disjoint it and cut it into serving portions.

124. NANCY: Then, before cooking, wipe the pieces as dry as possible. Season it with salt and pepper and roll it in flour.

125. FREYMAN: Not so fast, Nancy. Wipe the pieces dry, put salt and pepper on them, and then roll them in flour.

126. NANCY: That's it.

127. FREYMAN: Can't you use bread crumbs? I remember . .

128. NANCY: Yes . . you can dip the pieces in egg beaten up with a tablespoon of water or milk and then coat them with very fine dry bread crumbs or corn meal.

129. FREYMAN: I see. And then, what?

130. NANCY: You should have a thick skillet or chicken fryer with about a half inch or more of fat in it . . heated, but not to the smoking point.

131. FREYMAN: And then just put the chicken in and cook.

132. NANCY: You put the thickest pieces in first . . like the breast and the upper part of the leg.

133. FREYMAN: I see.

134. NANCY: Leave plenty of space around each piece so the fat can come up around all sides . . and don't try to crowd too much into the pan.

135. FREYMAN: Is that all?

136. NANCY: No . . . partly cover the pan and cook at a moderate heat. As the pieces get brown, turn them over.

137. FREYMAN: How long should it take to cook chicken that way?

138. NANCY: If it's a three-pound chicken . . the thickest pieces will take from twenty to twenty-five minutes . . if it's fried entirely on top of the stove.

139. FREYMAN: Where else would you fry it, Nancy?

140. NANCY: Some cooks like to finish cooking the fried chicken in a moderate oven . . say about three hundred degrees.

141. FREYMAN: Why do they do that?

142. NANCY: That's helpful if you're cooking a lot of chicken and you have only one skillet or pan.

143. FREYMAN: When do you change the chicken from the frying pan to the oven?

144. NANCY: As soon as the pieces are browned all over.

145. FREYMAN: What do you do with them?

146. NANCY: Put them in another pan . . one with a rack so the fat will drain through.

147. FREYMAN: Yes.

148. NANCY: Partly cover, and cook the pieces till no pink meat remains. Don't put the cover on tightly, or your nice crisp outside will go soft.

149. FREYMAN: I see, and then it's ready to eat.

150. NANCY: Right.

151. FREYMAN: I must confess I never tackled fried chicken before, and my husband and I just love it.

152. NANCY: Now you know how.

153. FREYMAN: And I'm going to try it very soon, too. But how about this deep fat frying, Nancy?

154. NANCY: A glance at our clock tells me we haven't time to describe that way of frying chicken, but we do have a Consumer Tips card with all the directions on it . .

155. FREYMAN: For both ways of frying chickens?

156. NANCY: Yes . . the way I've just described . . and the way to fry in deep fat.

157. FREYMAN: And anyone can get a copy of this card, can't they?

158. NANCY: Yes, free. , our announcer, will tell you all about it in just another minute.

159. FREYMAN: Thanks, Nancy. My mouth is watering already for a piece of that nice crisp fried chicken I'm going to cook.

160. NANCY: Me, too.

161. FREYMAN: Mmmmm. Well, so much for fried chicken. And now . . .

162. SOUND: NOTE ON CHIMES

163. ANNOUNCER: THE CONSUMERS' HONOR ROLL!

164. GUNNAR: Oceanside, Long Island, New York. Members of the Parent-Teachers Association of School Number Three in Oceanside, go on the Honor Roll today for their splendid program of school lunches.

Started several years ago on their own initiative, these parents chose one of their own members . . a dietician . . and paid her to supervise the lunch program. To help her, other members volunteered . . . four each day. Never in the history of the lunch program has there been a lack of volunteer mothers.

To help finance the program, the children were charged ten cents a day. But the children who couldn't afford to pay even that amount were fed free, and with no embarrassment.

(MORE)

To quote one of the mothers . . "What we are most proud of is the knowledge that the less fortunate children are assured at least one nourishing meal a day."

For carrying on a successful school lunch project, the members of the Oceanside Parent-Teachers Association in Oceanside, Long Island, get Honor Roll mention today.

165. SOUND: NOTE ON CHIMES

166. FREYMAN: Thank you, Gunnar. And now, quickly, what have you two consumer reporters scheduled for us for next week's CONSUMER TIME?

167. GUNNAR: Mrs. America Volunteers.

168. FREYMAN: Mrs. America Volunteers on next week's CONSUMER TIME. All right, , tell us how we can get those Consumer Tips cards.

169. ANNOUNCER: Here it comes . . simple as can be. Just send a penny post card to Consumers' Counsel, Department of Agriculture, Washington, D. C. Put your name and address on it, and the call letters of the station to which you are listening. Ask for Consumer Tips on Frying Chicken and Consumer Tips on Paint Brushes. They're free.

These Consumer Tips, you know, are handy little three by five cards that fit into your household file and are ready for instant reference whenever you need facts about how to buy or how to use something. They are also the right size to carry in your purse when you go shopping.

Now here's that address again . . Consumers' Counsel, Department of Agriculture, Washington, D. C. A penny postal is all you need, with your name and address and the call letters of the station over which you heard this program. Ask for Consumer Tips on Frying Chicken and Consumer Tips on Paint Brushes. They'll be sent to you free.

Tune in again at this same time next week, when CONSUMER TIME will again be presented by the Consumers' Counsel in the Department of Agriculture in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

Heard on today's program were Evelyn Freyman, Nancy Ordway, Nell Fleming, Frances Adams, Gunnar Jagdmann, and Cy Briggs.

CONSUMER TIME has been presented as a Public Service by NBC and the independent radio stations associated with the Red Network of the National Broadcasting Company.